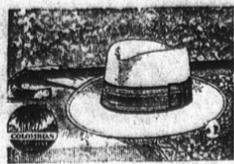


New and Greater Department Store

SAM LEVY

1511-1513 Sartori Avenue Torrance



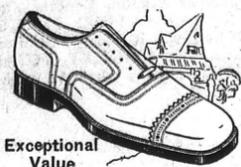
MEN'S PANAMAS

Several Different Styles \$3.95 and \$5.95

GOLF KNICKERS

New Patterns Just received, in Plaids and Mixtures. LINEN KNICKERS—\$4.95. WOOL KNICKERS—\$5.95

MEN'S NEW OXFORDS



Black and Tan New Broad Toe Goodyear Welt \$3.95

Exceptional Value

WOMEN'S BLACK SATIN COATS

With Monkey Fur Trimming \$16.75

You need a light supper coat so often. Here's a chance to get one at a very low cost.



Jantzen

and SPAULDING Bathing Suits

Here you can pick from the complete lines of these two nationally advertised lines.

Men's and Women's Sizes, \$3.95 up Children's Sizes, \$2.50 up



\$1.95

Sale of Children's Dresses

Clever little creations in pretty English prints, many attractively trimmed with organdie. We just received an extra large assortment for the Fourth, to sell at.....\$1.95 These are OUTSTANDING VALUES. Don't miss them.

\$1.95 WOMEN'S DRESSES

This week's shipment of these much-talked-of \$1.95 dresses includes several entirely new models; many of which are TWO-PIECE DRESSES.

Partridge Tells About Nebraska In Letter Home

Southern California Edison Man Tells of Great Interest in California

W. G. Partridge, manager for this district of the department of greater service of the Southern California Edison Company, has given some interesting sidelights on the eastern viewpoint of California in a letter addressed to Secretary Carl L. Hyde of the Chamber of Commerce, Grover C. Whyte and W. Harold Kingsley, publishers of the Torrance Herald and Lomita News; Wallace Post, George Neill, Harvel Guttenfelder, and others of his friends in this community. Mr. Partridge wrote from Grand Island, Neb. He expects to be home about July 4, Mrs. Partridge, with him.

"Believe me," he wrote, "we are advertising California. 'The people are all crazy about our country and are glad to hear about it. I have talked to the Rotary Club, Board of Equalization, and other groups. They seem to appreciate the talks, and ask a lot of questions. Many have said they are coming out this summer or next winter. 'I keep away from the usual line of good roads, sunshine, climate, flowers, etc., and tell them about the size of the state, the size and growth of our Southern California Edison Company, and the rapid growth of cities and industry, particularly in Torrance.'"

"Crop conditions," he continued, "are great here. Have had plenty of rain, in fact, a little too much. If the weather is normal for the next three weeks they will harvest the greatest wheat crop in the history of the state. Corn will be in doubt due to late planting on account of wet fields and cool weather and will depend on a hot, dry summer from now on and a late frost in the fall."

"There has been quite some improvement since I left eight years ago and the citizens are proud of it, but it isn't one-tenth of one percent of the growth and improvement around Torrance. The power company has grown some, a million or two, and they can realize it when they see our Southern California Edison Company is spending thirty million dollars a year in new development."

Sepulveda Petition Filed Last Tuesday

(Continued From Page One) proposed Cabrillo-Eshelman extension from Western avenue at Torrance to the harbor will create in the community highway centers of great potential business and industrial value.

The Hollywood-Palos Verdes parkway will intersect both legs of Sepulveda boulevard in Torrance near a point which would be crossed by an extension of Hawthorne avenue, creating junctions of major traffic importance. Eshelman avenue, developed to a sub-major highway to connect with Cabrillo avenue under a plan for a direct highway connection to the harbor with Western avenue at Torrance, would cut through Sepulveda boulevard exactly at the junction of Sepulveda with Ocean street. This would create an intersection of great potential value just north of Lomita.

The Sepulveda boulevard will stretch as a single trunk highway from a point just north of Santa Monica mountains to Torrance. It becomes double-barreled on both ends, the southern legs going to Wilmington and to Seal Beach, and two northern barrels running out Saugus avenue and Balboa avenue into San Fernando Valley.

Social Afternoon Is New Feature at Women's Clubhouse

Introducing a new feature in the Women's Club, that of keeping open house during the summer months when the club activities have ceased, there will be a social afternoon at the clubhouse on Wednesday, July 6, beginning at 2 o'clock. An instrumental trio from Los Angeles will play during the afternoon. This is open to the club members and friends of the club. It will be entirely informal; if you wish to bring your dancing you may do so. Members who wish to play cards may bring their card tables. Come and enjoy the music of the piano, 'cello and violin, and get acquainted with the club officers and members. The only charge is that you bring some one not a club member.

Playgrounds League Bal Team Ready

(Continued From Page One) tempting to line up a team or two from Lomita. Lomita residents will be welcomed at all times at the summer playground. The schedule is to be so arranged that each team will have one scheduled game a week. All teams will be free to play practice games with each other or schedule games with out-of-town teams whenever they choose, outside of the league schedule. The Pacific Electric team has challenged any team in the league for the first game.

A real plan service. Consolidated Lumber Co.—Adv.

IN SOCIETY

NOTABLES GATHER FOR FIRST STUDIO EVENING

Elsie Teal and her husband, Robert Billini, entertained Sunday afternoon and evening with a supper and studio party. Many of Southern California's most celebrated musicians and artists were present.

Those enjoying their hospitality were Mr. and Mrs. Will Marshall, Mr. and Mrs. Howard Cavanah, Mr. and Mrs. Joseph Calder, Mr. and Mrs. Kenneth L. Downs, Mr. and Mrs. Willis W. Williams (Madame Lany Love), Mrs. Margaret Swickard (Margaret Campbell), Mrs. Muselwhite; Misses Katherine Muselwhite (Betty-Joe), Laurel Nemath, Louise Kvaner, Marion Marshall; Messrs. Edward Philbrook, Count Pierre de Rame, Zack Muselwhite, Owen Gallegher, Richard Drake Saunders, Baron Paul Sobrero, Maestro Chev. Fulgerio Guerrieri, Sherman Hill (Giuseppe Criminini), and Ramee Kendall.

A most enjoyable impromptu program was given, including vocal solos by Madame Cavanah, Madame Lany Love, Edward Philbrook, and Howard Cavanah, all well known concert artists, and Laurel Nemath, who will be remembered as the star of the original "Blossom Time."

Readings were given by Margaret Campbell (Mrs. Joseph Swickard), well known dramatic actress, some of which were accompanied by musical improvisations by Richard Drake Saunders, well known composer and motion picture director.

Impersonations and readings were given by Count de Rame. Maestro Guerrieri, former conductor of the San Carlo Opera Company, who has been the conductor of the Philadelphia Grand Opera this past season and who will conduct during the coming season, gave a talk on new operas. Sherman Hill (Giuseppe Criminini), internationally famous tenor, gave most interesting reminiscences of singers of 30 years ago, and intimate views of Tennyson and Browning.

Joseph Calder, art director of motion pictures, gave a talk on his trip to the Holy Land and the Orient.

Piano solos were given by Edith Christman Downs, concert artist, Richard Drake Saunders in original compositions, and the hostess. This is the first of a group of studio evenings which Miss Teal has planned for the near future.

PAST NOBLE GRANDS ARE ENTERTAINED

Mrs. Frank Miller and Mrs. Porter entertained the Past Noble Grand's Association Monday at the Porter home on Cota avenue. Members who enjoyed a delicious luncheon and the business meeting which followed were Mrs. John Walte and daughter Aileen, Mrs. Ed Lynch, Mrs. Blackwell, Mrs. Forsythe, Mrs. Sana, Mrs. Greig, Mrs. H. B. Goodrich, Mrs. Phillips, Mrs. H. M. Christensen, Mrs. O. E. Hunt, Mrs. E. W. Brumpton, Mrs. H. M. Owens, Mrs. J. C. Terry, and the hostesses.

MRS. GEARY WEDS ERNEST L. ROUNTREE

A very pretty wedding was that of Mrs. Lillian Mae Geary and Ernest Leroy Rountree, which occurred Sunday, June 26, at 5 o'clock at the home of the groom's sister, Mrs. May Daniels, of Lawndale.

Rev. Lewis of the Christian Church read the ceremony. Miss Dorothy Geary, daughter of the bride, sang "I Love You Truly," accompanied at the piano by Miss Merle Daniels.

The bride wore a beautiful gown of ashes of roses. Mrs. Daniels, the matron of honor, was attired in white. C. S. Brown attended the groom. A wedding supper was served at the beautifully decorated Daniels home.

Following a trip to San Diego and Catalina Mr. and Mrs. Rountree will be at home at 5907 West Chicago avenue, Lawndale, and Mrs. Rountree, a member of the Torrance telephone force, will assume the duties of evening chief of the local exchange. Mr. Rountree is employed in the production department of the Standard Oil Company.

MISS ANDRUS, BRIDE-ELECT, HAS BEEN MUCH FETED

No Torrance bride-elect of recent years has been feted more than Miss Alice Andrus, who tonight becomes the bride of Clyde H. Totten.

Miss Maxine Brown and Miss Hazel Bashaw entertained at a miscellaneous shower last Friday evening at the home of Miss Andrus at 15 Park Terrace.

And again on Monday evening Miss Andrus was the recipient of many lovely gifts when Mrs. Frank

Cor of Andrus was entertained for the same bride by Mrs. Grace of the local exchange, Mrs. E. V. Young, Mrs. Ernest Young, Mrs. C. W. Mowbray, Mrs. N. B. Zuercher, Mrs. Cordie, Mrs. Leonard Austin, Mrs. Harry Warren, Mrs. F. W. Warren, Mrs. J. T. Wells, Mrs. H. J. Sawyer, Mrs. W. C. Andrus, and Mrs. L. W. Harrison.

J. C. TERRY GIVEN BIRTHDAY SURPRISE

J. C. Terry of Plaza del Amo was given a surprise recently in honor of his birthday. The affair was planned by Mrs. Terry.

Mr. Terry received several hand-made gifts, including a Bible, a joint gift from the following guests: Mr. and Mrs. William Gascoigne and daughter Maxine, Mr. and Mrs. Danforth and daughter Bettie, Mr. and Mrs. Clark and daughter Mildred, Mr. and Mrs. John Ferguson, Mr. and Mrs. Porter, Mr. and Mrs. McElwain, Mr. and Mrs. B. A. Noyt, Mrs. Jimmie Noyt, Mrs. Terry and daughters Edna and Esther.

Vons Market

1927 CARSON STREET, TORRANCE

SAVE IT AT VONS

| | | | |
|---|-----|--------------------------------|-----|
| SUGAR—10-pound sack | 59c | Van Alen Peas—No. 2 cans—2 for | 25c |
| Von's Best Coffee—per pound | 43c | Calgro large ripe Olives | 15c |
| (1/4 lb. Arrow Butter Free with every pound) | | Maltose Asparagus—No. 1 can | 10c |
| Madison Pickles—large jar (Sweet, Sweet Mixed, Dills) | 25c | BREAD—24-oz. loaf 3 for | 25c |
| | | White, Whole Wheat, Sandwich. | |

Jolley's Meats Department



Better Meats at Jolley's

Juicy and "Tender as Butter"

The delicious flavor of Jolley's Better Meats is causing much favorable comment by lovers of good meats. You'll find the family asking for a second helping whenever you buy the dinner meats at Jolley's New Market at Vons.

MANY SPECIALS FOR JULY 4TH

Tasty Picnic Meats for the Holiday Outing Hens—Fryers—Roasters—Rabbits

TORRANCE DELICATESSEN

Summer Holidays Are Here—The "4th" Is At Hand—

A new addition to Vons is an up-to-the-minute Delicatessen to help YOU with your picnic lunch NOW—and to serve you tempting delicacies EVERY DAY. Salads—Cheese, domestic and imported—All kinds of Sausage and Lunch Meats—Pickles Fish, smoked and pickled.

SHOP AND SAVE

Fresh Fruits and Vegetables can be had at Vons Market. The maximum of quality at the minimum price. Personal supervision enables you to have the best of service and careful selection of merchandise. M. W. FEFFER, Prop.

Start the Day Right

Eat Your Breakfast

WHERE PRICES and QUALITY MEET

Some Breakfast Suggestions:

| | |
|--|-----|
| Hot Cakes, Sausage and Coffee | 25c |
| Hot Cakes, Stripped with Ham or Bacon | 25c |
| Bacon or ham and Eggs, Potatoes, Toast, Coffee | 40c |
| Cream Waffles with Ham or Bacon | 25c |
| Lamb Chops, Jelly, Toast and Coffee | 40c |
| Ham Omelet, Potatoes, Toast and Coffee | 40c |
| Special Breakfast Steak, American Fried Potatoes | 35c |
| Two Eggs Boiled or Fried, Potatoes and Toast | 25c |
| All Breakfast Cereals with Cream | 15c |

Closed Sunday and Monday, July 3 and 4

TORRANCE'S FINEST RESTAURANT

BARNES' FERNCROFT CAFE

1323 Sartori Ave. Masonic Temple Bldg.

So. Calif. Gas Co Plans to Purchase Three Subsidiaries

Consolidated Gas and Water Company, which operates in the Los Angeles metropolitan area, in the San Bernardino Valley, the San Fernando Valley, and in the Los Angeles basin area, including the communities from Los Angeles to the ocean, through a distribution system approximately 3000 miles in extent.

Company is today one of the largest distributors of gas in the world. The corporation operates in the Los Angeles metropolitan area, in the San Bernardino Valley, the San Fernando Valley, and in the Los Angeles basin area, including the communities from Los Angeles to the ocean, through a distribution system approximately 3000 miles in extent.

Baker Smith

Carson Street Jeweler Swiss Watch Repairing a Specialty

YOUR PRINTING IS "YOURSELF"

You express your personality by your printing just as truly as you do by your dress.

The selection of the type, the appropriateness of the paper, the neatness of the presswork—all contribute to the impression your printed message makes.

That's one reason it pays to have your work done by experienced printers—so that your printed message will make a favorable impression upon those it reaches.

We are doing satisfactory work for the largest manufacturing plants as well as the smallest business house in Torrance.

Can We Help You Plan Your Printing?
Phone 200

Torrance Herald

Safeway Celebrates Anniversary of Big Merger With Skaggs

With \$140,000* already paid in bonuses under a new plan inaugurated three months ago, under which more than 1000 store heads became partner-managers, the Safeway Stores this week are holding their first anniversary celebrating their consolidation with the Skaggs system of chain groceries.

This merger, which took place on July 1, 1926, brought together the two largest grocery systems operating west of the Mississippi River, and created a food merchandising institution which ranks today as one of the foremost in the United States.

To commemorate the event in a substantial manner, so that the public and hundreds of thousands of Safeway customers may understand the impressive buying power of the Safeway system, the 450 Safeway stores throughout Southern California will this week carry special merchandising features expressly designed to emphasize the great economies that go with every Safeway purchase.

The Safeway Stores is one of the outstanding institutions of its kind in the world in relation to the plan by which its employees who show executive caliber are made partner-managers in the big business. This plan, according to Edward Dale, vice-president, initiated by President B. M. Skaggs throughout the Skaggs system, has met with such pronounced success throughout what is now the Safeway system that its adoption is being seriously considered by many business leaders of the country.

"The entire Safeway personnel is visibly pleased by the first year's results under the new consolidation, which have far exceeded our most optimistic hopes," declared Dale.

"Many marked benefits have accrued from the consolidation of the two systems, and many additional advantages are to be developed as the vast, far-flung organization continues to function with more perfect co-ordination.